Writing for specific goals: Intro

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Establishing your goals

- Whenever you have an idea, remember that everything you create should support one of your goals
- There are 3 main reasons why people write content:
  - **Branding - building awareness and your audience**
  - **Engagement - generating a reaction from your audience**
  - **Conversions - getting people to sign up, buy, fill out a form, etc.**